



DeKalb Municipal Building
PLEASE NOTE LOCATION
Executive Conference Room, Second Floor
200 South Fourth Street
DeKalb, Illinois 60115

AGENDA
Regular Meeting
Economic Development Commission
January 4, 2019
8:30 a.m.

- A. Roll Call
- B. Approval of Agenda
- C. Approval of Minutes – December 7, 2018 Meeting
- D. Public Participation
- E. New Business
 - 1. Review of Chapter 59 and EDC Goal Setting for 2019
 - 2. Discussion on City Business Retention Strategies
- F. Old Business
- G. Adjourn

**MINUTES
MEETING OF THE
ECONOMIC DEVELOPMENT COMMISSION
CITY OF DEKALB**

December 7, 2018

The Economic Development Commission (EDC) of the City of DeKalb, Illinois held a regular meeting on Friday, December 7, 2018 in the Ellwood Conference Room of the DeKalb Municipal Building, 200 South Fourth Street, DeKalb, Illinois.

The meeting was called to order at 8:31 a.m.

ROLL CALL

Roll was recorded by Economic Development Planner, Jason Michnick, and the following members of the Economic Development Commission were present: Trixy O'Flaherty, Sam Walt, Mohammed Labadi, Vernese Edghill-Walden, and Mark Sawyer. Not present was Jeff Richardson.

Also present were Alderman, Pat Fagan; Executive Director of the DeKalb County Economic Development Corporation, Paul Borek; Transit Manager, Marcus Cox.

APPROVAL OF AGENDA

MOTION

Mr. Walt made a motion to approve the agenda as posted. The motion was seconded by Mr. Sawyer. The motion was approved by voice vote.

APPROVAL OF MINUTES

MOTION

Mr. Sawyer made a motion to approve the minutes from the November 2, 2018 meeting. Mr. Labadi seconded the motion. The motion carried on a voice vote.

PUBLIC PARTICIPATION

Bessie Chronopoulos addressed the commission and stated that while the City needed to strive to be business friendly, it should not come at the cost of ignoring existing codes and regulations. If high quality is demanded, high quality businesses will be attracted to the City. She also stated that the City has not been active enough in its retention efforts and encouraged the commission to discuss retention strategies in the future.

The commission discussed various retention strategies that have been used in the past, or with other organizations such as the DCEDC. In the past the commission has discussed inviting business owners or developers to a commission meeting. Recruiting guest speakers has been difficult because they are not comfortable stating their concerns or issues publicly, but the commission will continue to make attempts at reaching out to have conversations with the business community and bring their feedback to the rest of the commission.

Mr. Borek also informed the group that one of the Comprehensive Economic Development Strategy (CEDS) working groups was discussing the concept of a “business friendly” climate that is consistent countywide. He also informed the commission that the DCEDC retention groups have a specific survey tool that could be utilized for future discussions. The commission requested to review that survey at a future meeting.

OLD BUSINESS

1. Park 88 Transit Route Update

Mr. Cox informed the commission that the City and DCEDC representatives held a meeting with the managers of several of the businesses located in or near Park 88 to discuss a proposed fixed route that would serve that area. Currently, the transit network does not have any routes that go to the Park 88 area. The route that was proposed at that meeting was designed to align with the shift changes times of the different businesses. Shift times were provided via survey prior to the meeting, which allowed the transit team to evaluate and design the proposed route.

The next step will be for those businesses to survey their employees about whether they would consider using the new route in an effort to measure possible demand. Understanding demand is critical to making sure there would be adequate buses available for the routes. It is anticipated that survey results will be available in early 2019.

The commission was also informed that the route would be eligible to be funded by the federal grant that the City receives for the transit system, up to 65% of the total cost of implementation. The remaining 35% could be funded by those businesses if they choose to participate in funding. Due to Voluntary Action Committee’s participation in the route, funding from the businesses could qualify as a possible tax-deductible donation. If the businesses are unwilling to participate, the City could consider possible fundraising strategies to cover the remaining cost of implementation.

2. Discussion and Recommendation of Projects for DeKalb County Community Foundation Economic Development Grant

Planner Michnick informed the commission that he received a quote from OC Creative for the design work of three different documents in both English and Spanish, totaling approximately \$9,000. Planner Michnick believes this would be the higher end of possible design costs, but also in the quality of design. Another document that OC Creative has designed for the City was shared with the commission. If the commission were to choose to move forward with OC Creative, the balance of the grant would go towards production of the actual documents.

The commission also discussed possible alternatives that would be free or low-cost, such as working with Northern Illinois University’s Creative Services or a design class. Ms. Edghill-Walden stated that she would check on the possibility of receiving in-kind services from NIU and report back to Planner Michnick. The commission felt that this would be a better approach if NIU was willing to provide the service in-kind.

Mr. Sawyer made a motion to recommend that the City apply for the remaining \$11,000 in DeKalb County Community Foundation Economic Development Grant funding for the design and production of material that informs residents about the transit network changes and other resources that are available in the community. The motion was seconded by Ms. Edghill-Walden. The motion was approved 6-0.

ADJOURNMENT

MOTION

Mr. Sawyer made a motion to adjourn, seconded by Ms. Edghill-Walden. The motion carried on a voice vote and the meeting was adjourned at 9:58 a.m.

Respectfully Submitted by
Jason Michnick, Economic Development Planner